

## Brand preference of four-wheeler users in Sivakasi

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### Abstract

Transport takes us back to the revolution of wheel. After the revolution of wheel, there took a rapid development in transport. With the development of the combustion engine and the automobile at the turn into the 20<sup>th</sup> century, road transport became more viable, allowing the introduction of mechanical private transport. In 19<sup>th</sup> century, the first controllable airplane was invented and became a rapid development in the airways. Thus began the best scenario in the transport sector. The various top automobile companies are Tata motors ltd, Maruthi Suzuki India ltd and so on. In this paper the researcher has made to attempt a brand preference of four – wheeler, opinion about the four – wheeler users and also analyse the motivating factors. The various statistical tools are garrett ranking, chi – square test and percentage analysis.

**Keywords:** Sivakasi, four-wheeler, development, brand

### Introduction

Human's first means of transport involved walking, running and swimming. The domestication of animals introduced a new way to lay the burden of transport on more powerful creatures, allowing the hauling of heavier loads, or humans riding animals for greater speed and duration. Inventions such as the wheel and the sled helped make animal transport more efficient through the introduction of vehicles. Water transport, including rowed and sailed vessels, dates back to time immemorial, and was the only efficient way to transport large quantities or over large distances prior to the Industrial Revolution.

Transport or transportation is the movement of people, animals and goods from one location to another. Modes of transport include air, rail, road, water, cable, pipeline and space. The field can be divided into infrastructure, vehicles and operations. Transport is important because it enables trade between people, which is essential for the development of civilizations.

Transport infrastructure consists of the fixed installations including roads, railways, airways, waterways, canals and pipelines and terminals such as airports, railway stations, bus stations, warehouses, trucking terminals, refueling depots (including fueling docks and fuel stations) and seaports. Terminals may be used both for interchange of passengers and cargo and for maintenance. Vehicles traveling on these networks may include automobiles, bicycles, buses, trains, trucks, people, helicopters, watercraft, spacecraft and aircraft.

Operations deal with the way the vehicles are operated, and the procedures set for this purpose including financing, legalities and policies. In the transport industry, operations and ownership of infrastructure can be either public or private, depending on the country and mode.

Passenger transport may be public, where operators provide

scheduled services, or private. Freight transport has become focused on containerization, although bulk transport is used for large volumes of durable items. Transport plays an important part in economic growth and globalization, but most types cause air pollution and use large amounts of land. While it is heavily subsidized by governments, good planning of transport is essential to make traffic flow and restrain urban sprawl.

### Statement of the problem

Now-a-days automobile manufacturers produce multiple varieties of four wheelers on the basis of capacity, convenience, cost, etc., The consumers are not in a position to identify the best brand. Moreover, new models are being introduced in the market very often. So, the prospective buyers are not in a position to take a concrete decision. Some consumers are ready to buy the brand recommended by another consumer. Some consumers wait for high quality products with low price. The logic behind the purchase of a particular brand of four- wheeler is highly an uncertain factor. The market source says that, the fortunes of the four- wheeler industry have turned a full circle and is now faced with a stagnant demand situation. A natural consequence of this should be a cut in prices. But this has not happened because of the shift in consumer preference for more sophisticated models irrespective of the prices. Hence, there is an essential need to undertake a study on buyer behavior of four-wheeler and to offer suitable suggestions.

### Objectives of the study

The objectives of the study are as follows:

- To find out the brand preference of four – wheeler users in Sivakasi region.
- To identify the important factors influencing the purchase

- decision of four – wheeler in the study area.
- To offer suitable suggestion based on findings.

**Methodology**

The primary data has been collected from 80 respondents. The secondary data has been collected from books, journals and internet. The researcher has undertaken a sample study of the car owners in Sivakasi. The Convenient Sampling method has been used to select the required respondents of the car owners in Sivakasi. In this study, the researcher has interviewed 80 respondents. The various statistical tools are chi – square test,

garret ranking and so on.

**Hypotheses**

The following hypotheses are framed by the researcher:

- There is no relationship between occupation and reason for purchasing four-wheeler.
- There is no relationship between gender and reason for purchasing four-wheeler.
- There is no relationship between income and mode of purchasing four-wheeler.

**Analysis and Interpretation**

**Table 1: Socio economic details**

S. No	Particulars	No of respondents	Percentage (%)	
1	Gender	Male	53	66.25
		Female	27	33.75
		Total	80	100.00
2	Age	Below 25 years	15	18.75
		26 to 40 years	36	45.00
		41 to 55 years	26	32.50
		Above 55 years	3	3.75
		Total	80	100.00
3	Educational status	Illiterate	6	7.50
		SSLC	3	3.75
		HSC	12	15.00
		UG	33	41.25
		PG	26	32.50
Total	80	100.00		
4	Occupation	Government employee	30	37.50
		Private employee	13	16.25
		Business	22	27.50
		Professional	12	15.00
		Student	3	3.75
Total	80	100.00		
5	Monthly Income	Below Rs. 25,000	4	5.00
		Rs. 25,000 to Rs. 50,000	25	31.25
		Rs. 50,000 to Rs. 75,000	34	42.50
		Above Rs. 75,000	17	21.25
		Total	80	100.00
6	No of Income Earners	1	14	17.50
		2	39	48.75
		3	20	25.00
		Above 3	7	8.75
		Total	80	100.00

Source: Primary Data

While analyzing the data, 66.25 per cent of the respondents are male, 45 per cent of the respondents are age group of 26 to 40 years, 41.25 per cent of the respondents are UG degree holder, 37.50 per cent of the respondents are worked in

government employee, 42.50 per cent of the respondents are earned Rs. 50,000 to Rs. 75,000 and 48.75 per cent of the respondents are earning two peoples in the family.

**Table 2: Brand preference of four wheeler users**

S. No	Particulars	No of respondents	Percentage (%)	
1	Four wheeler type	New four wheeler	64	80.00
		Second hand four – wheeler	16	20.00
		Total	80	100.00
2	Reason for purchase four wheeler	Adequacy in space	17	21.25
		Necessity	34	42.50
		Comfortable	19	23.75

		Long travel	9	11.25
		Others	1	1.25
		Total	80	100.00
3	Brand preference	Tata	8	10.00
		Toyota	2	2.50
		Ford	4	5.00
		Maruthi	14	17.50
		Hyundai	16	20.00
		Mahindra	8	10.00
		Volkswagan	12	15.00
		Chevrolet	2	2.50
		Honda	6	7.50
		Nissan	3	3.75
		Audi	0	0
		BMW	0	0
		Benz	0	0
		Renault	2	2.50
		Jaguar	0	0
		Ferrari	1	1.25
		Skoda	2	2.50
	Total	80	100.00	

Source: Primary Data

Table shows that, 80 per cent of the respondents are to purchase the type of new four wheeler, 42.50 per cent of the respondents are necessity for purchasing the four wheeler and

17.50 per cent of the respondents are to preferred Maruthi branded four – wheeler.

Table 3: Overall opinion about the four wheelers users

S. No	Particulars	No of respondents	Percentage (%)	
1	Mode of purchase	Cash	20	25.00
		Installment	9	11.25
		Loan	51	63.75
		Total	80	100.00
2	Availing of loan	Banks	9	17.65
		Local money lender	19	37.26
		Friends	5	9.80
		Other financial institutions	18	35.29
		Total	51	100.00
3	Duration to purchase	Below 1 year	6	7.50
		1 to 3 years	27	33.75
		3 to 6 years	35	43.75
		More than 6 years	12	15.00
		Total	80	100.00
4	Nature of fuel consumed	Petrol	37	46.25
		Diesel	41	51.25
		Gas	2	2.50
		Total	80	100.00
5	Overall opinion	Very Good	21	26.25
		Good	39	48.75
		Fair	17	21.25
		Not satisfactory	3	3.75
		Total	80	100.00

Source: Primary Data

From the above analysis, 63.75 per cent of the respondents are getting loan to purchase the four – wheeler, 37.26 per cent of the respondents are getting loan for local money lender, 43.75 per cent of the respondents timed to purchase 3 to 6 years,

51.25 per cent of the respondents are diesel consumption fuel and 48.75 per cent of the respondents are opined that good in brand preference of four – wheeler.

**Table 4:** Motivational Factor

S. No.	Factor	I	II	III	IV	V	Total
1	Brand name	24	16	10	14	16	80
2	Durability	8	21	19	14	18	80
3	Fuel efficiency	10	16	14	18	22	80
4	Economical price	16	15	21	18	10	80
5	Advancement in technology	22	12	16	16	14	80

Source: Primary Data

To calculate the Garret’s rank per cent, the following formula has been used.

$$\text{Per centage position} = 100 (R_{ij} - 0.5) / N_{ij}$$

Where

$R_{ij}$  – Rank given for the  $i^{\text{th}}$  variable by  $j^{\text{th}}$  respondents

$N_{ij}$  – Number of variables ranked by  $j^{\text{th}}$  respondents

**Table 5:** Garret rank table value – motivational factor

S. No	Rank	100 (R <sub>ij</sub> - 0.5) / N <sub>ij</sub>	Per cent	Table Value
1	I	100 (1 - 0.5) / 5	10	75
2	II	100 (2 - 0.5) / 5	30	60
3	III	100 (3 - 0.5) / 5	50	50
4	IV	100 (4 - 0.5) / 5	70	39
5	V	100 (5 - 0.5) / 5	90	24

Source: Computed Data

**Table 6:** Factor wise garret’s ranking

S. No.	Particulars	I	II	III	IV	V	Total	Rank
1	Brand name	1,800	960	500	546	384	4,190	1
2	Durability	600	1,260	950	546	432	3,788	4
3	Fuel efficiency	750	960	700	702	528	3,640	5
4	Economical price	1,200	900	1,050	702	240	4,092	3
5	Advancement in technology	1,650	720	800	624	336	4,130	2

Source: Computed Data

The garret scores are ranked according to their value. The first rank is given to the brand name, advancement in technology is ranked second, economical price is ranked third, durability is ranked fourth and the last rank is given to fuel efficiency.

Thus it is clear from the analysis, brand name is the factor influencing the buyer to select a particular brand of four-wheeler.

**Hypothesis I**

“There is no relationship between occupation and reason for purchasing four-wheeler.”

**Table 7:** Occupation and reason for purchasing four-wheeler – cross table

Occupation	Reason of purchasing four-wheeler					Total
	Adequacy in space	Necessity	Comfortable travel	Long travel	Others	
Government employee	8	13	6	2	1	30
Private employee	6	4	2	1	0	13
Business	3	10	5	4	0	22
Professional	0	5	5	2	0	12
Student	0	2	1	0	0	3
Total	17	34	19	9	1	80

Source: Primary Data

**Table 8:** Chi-square test of occupation and reason for purchasing four – wheeler

O	E	(O - E)	(O - E) <sup>2</sup>	$\frac{(O - E)^2}{E}$
8	3	5	25	8.33
13	4.875	8.125	66.10	13.55
6	2.25	3.75	14.06	6.25
2	0.75	1.25	1.56	2.08
1	0.375	0.625	0.40	1.05
6	0.975	5.025	25.30	25.82
4	0.65	3.35	11.22	17.26
2	0.325	1.675	2.82	8.55
1	0.163	0.838	0.71	4.44
0	0	0	0	0
3	0.825	2.175	4.75	5.73

10	2.75	7.25	52.56	19.11
5	1.375	3.625	13.18	9.55
4	1.1	2.9	8.41	7.65
0	0	0	0	0
0	0	0	0	0
5	0.75	4.25	18.06	24.08
5	0.75	4.25	18.06	24.08
2	0.30	1.70	2.89	9.63
0	0	0	0	0
0	0	0	0	0
2	0.075	1.925	3.73	46.63
1	0.038	0.963	0.92	23
0	0	0	0	0
0	0	0	0	0
Total				256.79

Source: Calculated Value

Degrees of freedom  $(v) = (c-1)(r-1) = (5-1)(5-1) = 16$   
 Calculated value = 256.79  
 The Chi square table value of 16 degree of freedom at 5% significant level is 26.3  
 Since the calculated value (256.79) is more than the table value (26.3), the hypothesis is rejected. It is inferred that, there

is a close relationship between occupation and reason for purchasing four-wheeler.

**Hypothesis II**

“There is no relationship between gender and reason for purchasing four-wheeler.”

**Table 9:** Gender and reason for purchasing four-wheeler – cross table

Gender	Reason of purchasing four-wheeler					Total
	Adequacy in space	Necessity	Comfortable travel	Long travel	Others	
Male	14	23	9	6	1	53
Female	3	11	10	3	0	27
Total	17	34	19	9	1	80

Source: Primary Data

**Table 10:** Chi-square test of gender and reason for purchasing four – wheeler

O	E	(O - E)	(O - E) <sup>2</sup>	$\frac{(O - E)^2}{E}$
14	9.28	4.72	22.28	2.40
23	15.24	7.76	60.22	3.95
9	5.96	3.04	9.24	1.55
6	3.98	2.02	4.08	1.03
1	0.66	0.34	0.12	0.18
3	1.01	1.99	3.96	3.92
11	3.71	7.29	53.14	14.32
10	3.38	6.62	43.82	12.96
3	1.01	1.99	3.96	3.92
0	0	0	0	0
Total				44.23

Source: Calculated Value

Degrees of freedom  $(v) = (c-1)(r-1) = (5-1)(2-1) = 4$   
 Calculated value = 44.23  
 The Chi square table value of 4 degree of freedom at 5% significant level is 9.49  
 Since the calculated value (44.23) is more than the table value (9.49), the hypothesis is rejected. It is inferred that, there is a

relationship between gender and reason for purchasing four-wheeler.

**Hypothesis III**

“There is no relationship between income and mode of purchasing four-wheeler.”

**Table 11:** Income and mode of purchasing four-wheeler – cross table

Income	Mode of Purchasing Four-wheeler			Total
	Cash	Installment	Loan	
Below Rs. 25,000	0	1	3	4
Rs. 25,000 to Rs. 50,000	5	5	15	25
Rs. 50,000 to Rs. 75,000	12	3	19	34
Above Rs. 75,000	3	0	14	17
Total	20	9	51	80

Source: Primary Data

**Table 12:** Chi-square test of income and mode of purchasing four – wheeler

O	E	(O - E)	(O - E) <sup>2</sup>	$\frac{(O - E)^2}{E}$
0	0	0	0	0
1	0.05	0.95	0.903	18.05
3	0.15	2.85	8.123	54.15
5	1.563	3.44	11.834	7.57
5	1.563	3.44	11.834	7.57
15	4.688	10.31	106.296	22.68
12	5.1	6.9	47.61	9.34
3	1.275	1.72	2.958	2.32
19	8.075	10.92	119.246	14.77
3	0.638	2.36	5.570	8.74
0	0	0	0	0
14	2.975	11.02	121.44	40.82
Total				186.01

Source: Calculated Value

Degrees of freedom (v) = (c-1) (r-1) = (3-1) (4-1) = 6

Calculated value = 186.01

The Chi square table value of 16 degree of freedom at 5% significant level is 12.6

Since the calculated value (186.01) is more than the table value (12.6), the hypothesis is rejected. It is inferred that, there is a close relationship between income and mode of purchasing four-wheeler.

**Findings**

The researcher presents the summary of the findings from the study:

- It is found that majority of the respondents (66.25 per cent) are male.
- It is found that most of the respondents (45.00 per cent) are between the age group of 26 – 40 years.
- It is found from the study that most of the respondents (41.25 per cent) have studied up to under graduate level.
- It is understood that most of the respondents (37.50 per cent) are government employees.
- It is found that most of the respondents (42.50 per cent) are having a monthly income between Rs. 50,000 to Rs. 75,000.
- It is found that most of the respondents (48.75 per cent) have two income earners in their family.
- It is found that most of the respondents (80.00 per cent) have purchased new four-wheelers.
- It is clear that most of the respondents (42.50 per cent) have purchased four-wheeler for their necessity.
- It is found that most of the respondents (20.00 per cent) have preferred Hyundai motors. Therefore, the Maruti

motors are more popular in the study area.

- The study on the motivational factor for purchasing four-wheeler reveals that most respondents are very much influenced by the brand name.
- It is found that most of the respondents have (45.00 per cent) have purchased their four-wheelers from other area dealers.
- It is understood that most of the respondents (63.75 per cent) have purchased their four-wheelers on the basis of loan.
- It is understood that most of the respondents (37.26 per cent) have availed the loan from local money lenders for purchasing their four-wheelers.
- It is found that most of the respondents (43.75 per cent) have maintained their four-wheeler for a period of 3 to 6 years.
- It is understood that most of the respondents (88.75 per cent) are satisfied with their present four-wheeler.
- It is understood that most of the respondents (51.25 per cent) prefer diesel engine four-wheelers.
- It is understood that most of the respondents (53.75 per cent) have not recommended their four-wheeler brands to others.
- It is clear from the above data that most of the respondents (48.75 per cent) feel good by using their four-wheelers.

**Suggestions**

On the basis of the findings, the researcher offers the following suggestions,

- It is suggested that the dealers shall take more efforts to concentrate on women customers also, so that the sales could improve.
- The manufacturers should concentrate on the local dealership of their four-wheelers, since most people prefer to purchase their four-wheeler from other area dealers.
- The four-wheeler dealers can collaborate with the banks and other financial institutions and offer a package for delivering four-wheelers on credit sales.
- It is further suggested that, the banker may come forward to liberalize the credit policy for granting loan to four-wheeler buyers.

**Conclusion**

If the suggestions offered by the researcher are duly carried out, the sales of the four-wheelers would rise in the market, benefitting both the manufacturers and the dealers. At the same time the customers will also be satisfied with the product

offered for sale. In the long run, the market for the automobile industry will have a rapid growth not only in the study area but also in the whole of India.

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